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ADMINISTRATIVE FILE

Green-Cross Safety
Crusade

JOINT COUNCIL OF TEAMSTERS No. 38

INTERNATIONAL BROTHERHOOD OF TEAMSTERS, CRAFTSMEN, WAREHOUSEMEN
AND HELPERS OF AMERICA

Affiliated with the American Federation of Labor

SAN JOAQUIN AND SACRAMENTO VALLEYS

HECKER BUILDING - 201 N STREET
SACRAMENTO 14, CALIFORNIA

September 12, 1956

Mr. Arch Mercey
Ransdell, Inc.
810 Rhode Island, Ave.
Washington, D. C.

Dear Arch:

*Sent to Library
9/12/56*

I am sending you, herein, back copies of the "Northern California Teamster" telling in sequence the entire story of the Teamster Green-Cross Safety Crusade. Also enclosed is a brochure describing the original setup of the crusade. I have asked Al Addy, editor of the "Northern California Teamster" to send you pictures from his morgue, including the trophy picture which appeared in the August, 1956 edition. Addy informs me that the picture of the trophy and the caption which appeared in the paper is the only information he received regarding the award. However, I am sure that the background stories in the papers enclosed give an up-to-date story on the award.

I am leaving Sacramento tomorrow on my vacation and will not return until October 1st. If you need anything further in this matter, please contact Al Addy, editor of the Northern California Teamster, 25 Taylor Street, San Francisco. He will be very pleased to cooperate.

Kindest personal regards and please remember me to Garrett.

Fraternaly yours,

W. S. Vidaver
W. S. Vidaver
Public Relations

MSV/bb



Teamsters

Green Cross

Safety Crusade

478 VALENCIA ST., SAN FRANCISCO 3, CALIF. • Market 1-0457

January 4, 1956

Goodwin J. Knight
Governor, State of California
Honorary General Chairman

Joseph J. Diviny
President, San Francisco Chapter
National Safety Council
General Chairman

Earl F. Campbell
San Francisco Office
National Safety Council

COORDINATORS

Jack W. Soward
National Safety Council

Ken Tenney
International Brotherhood
of Teamsters

**NATIONAL SAFETY
COUNCIL COMMITTEE**

Edwin R. Adams
Arnold E. Archibald

Sam Genti
Donald D. Doyle

Clint Dreyer
Frank Enos

Clayton M. Hess
David H. Hays

A. F. Kurrels
Louella Lalor

Iver C. Larson
Edwin C. Nelson

Jack Schmitt
Douglas C. Westerhout

TEAMSTERS' COMMITTEE

William H. Ahern
Peter A. Andrade

Erie E. Carter
William J. Conboy

Joseph M. Hillon
Fred Irvine

Fred Hoffmann
Harold Lopez

Albert A. Marty
George E. Mock

S. A. Rhodes
Gerald A. Shearin

Thomas White

Mr. Dave Beck, General President
International Brotherhood of Teamsters,
Chauffeurs, Warehousemen & Helpers
of America.
25 Louisiana Ave., N.W.
Washington 1, D.C.

Dear Mr. Beck:

International Vice-President Joseph J. Diviny has
asked me to send you a copy of the final report of
the Teamsters-Green Cross Safety Crusade. I am
very happy to do so.

It is virtually impossible in such a report to
completely show the most favorable impact of the
Safety Crusade and how well it was received by the
press, radio, television and the general public.
It may be interesting to note that there are many
thousands of our bumper strips still displayed by
cars and trucks throughout northern California.

I have compiled a scrap book which includes most
of the many publicity items given the crusade. I
would certainly like to have the opportunity of
showing this book to you at your convenience.

Thank you for your interest and support of our
program.

Praternally,

Ken Tenney
Ken Tenney
Coordinator

Enc. 1

Make Courtesy Your Code, Too

TEAMSTERS-GREEN CROSS SAFETY CRUSADE
FINAL REPORT

TEAMSTERS-GREEN CROSS SAFETY CRUSADE
FINAL REPORT

PRESS:

The following editorial, published by the San Francisco Examiner, acclaimed the Teamsters-Green Cross Safety Crusade as "A SUCCESS."

Subsequent reports from all areas indicate an even greater success.

Deaths in traffic throughout the 49-County Crusade area declined 16 per cent during September and October. Indications are that this reduction will be continued through the Christmas holiday period. This has been done DESPITE THE FACT that traffic fatalities throughout the nation during the same months has shown an increase.

"The September song was a dirge for 3530 Americans killed in traffic accidents--the greatest number of auto deaths in September in 14 years!" (Public Safety Magazine.)

September marked the SEVENTH CONSECUTIVE MONTH that showed an increase in traffic fatalities over last year. Nationally the September increase totaled 12 per cent. The October national figure has just been reported as the "highest in 18 years" by the National Safety Council.

Credit, of course, for the considerable decline in Northern California cannot be taken entirely by the Safety Crusade. However, it is known that the impact of a safety activity expanded over a large area will produce a general accident reduction. This has been proved time and time again by the National Safety Council and other organizations. "It is certainly established in our mind," says Earl F. Campbell, director of the Western Regional Office of the Council, "that the Teamsters-Green Cross Safety Crusade was one of the outstanding single accident prevention activities every conducted anywhere."

Reprinted from

San Francisco Chronicle
November 17, 1937

A Success

HALF A MILLION northern Californians signed the Teamsters-Green Cross Safety Crusade pledge during a concentrated drive in September and October.

By their signatures each of the half million pronounced:

"To make every effort to drive and walk safely and to regard the rights of others. To observe all traffic rules and regulations to the best of my ability. To make courtesy my code, too!"

We particularly like the promise contained in that last sentence. The driver who is courteous—who practices simple good manners behind the wheel—is the driver seldom found in a hospital, police court or damage suit. Why does this fact never penetrate to the fellow, decent enough afoot, who turns arrogant the moment he ensconces himself in the two tons of powerful projectile that is an automobile?

The Teamsters Union and National Safety Council have earned congratulations for their campaign. We hope they have a bigger one next year and every year.

AREA:

49 counties of Northern California. From the Tehachapi Pass to the Oregon line; from the Coast to Nevada.

PERIOD:

The Public Participation section was conducted from September 1, 1955, through October 31, 1955. The Sections for Peace Officers, Students, and Teachers was carried on from September 1 through December 1.

ENTRANTS:

More than 550,000 persons signed the public "courtesy" pledges.

Approximately 2500 Northern California teachers entered essays in the special contest for teachers.

Peace officer entrants entered approximately 900 essays, slogans, or traffic safety ideas.

Students entered approximately 2500 essays on accident prevention.

COST:

The Western Conference of Teamsters and Joint Councils 7 and 38 jointly contributed more than \$25,000 to operational activities of the Safety Crusade. The San Francisco Chapter of the National Safety Council contributed the services of one of the staff member--at a total cost of \$2250--to coordinate field activities from July 5, 1955 through November 10. Other costs directly associated with the program amounted to \$1800.

The Eastbay Chapter of the National Safety Council contributed field services, photography, mailings, and special events with a total cost of \$1100 during the Crusade.

Costs to smaller Chapters: Stockton, Santa Clara, Sacramento, and Fresno amounted to a total of \$850.

Certain Teamster Union locals, notably #665, #588, and #960, gave considerable financial and personnel assistance that were necessary to the success of the Crusade.

Local #960, in addition to donating \$1000 to the scholarship fund for the student competition, donated the services of Brother Ken Tenney to Crusade activities.

Local #665 assigned several business agents on a part-time

COST: (Cont.)

basis and hired one man for a full two-week period to assist in distribution of Crusade materials.

Local #588 directed field activities over a wide area under Brother Fred Irvin. (See separate report.)

ACTIVITIES:

200,000 bumper strips, bearing the slogan, "MAKE COURTESY YOUR CODE, TOO!" were distributed to firms, private agencies, and city, state and federal groups throughout Northern California.

More than 200 large 24-sheet sign boards featuring the slogan were shown during and following the actual Crusade period.

100,000 windshield decals featuring the slogan in a Crusade shield with the Teamster shop card and Green Cross were distributed.

Several thousand column inches of newspapers were devoted to the Teamsters-Green Cross Safety Crusade activities.

Hundreds of "spot" announcements--some featuring famous Hollywood personalities of screen and TV--were broadcast over radio and TV stations.

A kinescope featuring Governor Goodwin J. Knight and the Crusade activities was shown on 16 occasions over Northern California TV stations.

Booths or sections of booths were taken at the California State Fair, Santa Clara County Fair, Fresno County Fair, San Joaquin County Fair, Kerman Fair, Oakland Home Show, Santa Cruz County Fair, Merced County Fair, and at a Modesto parade, to distribute pledge cards and information about the Teamsters-Green Cross Safety Crusade.

The Safety Crusade was given a big "kick-off" in many areas. Notable among these civic gatherings were those in San Francisco in April and September; Oakland, Berkeley, Richmond, San Jose, Hayward, and San Mateo in September.

The final event was a big safety parade up Market Street in San Francisco and an hour and a half long Television show over Station KGO on the eve of S-D (Safe Driving) Day. The show was terminated by announcement of the 28 winners in the drawing of public safety pledges that afternoon.

CRUSADE HIGHLIGHTS:

Many points during the Safety Crusade might well be termed 'high-lights.' Outstanding among these were the following:

1. The complete cooperation of the Northern California

CRUSADE HIGHLIGHTS: (Cont.)

Chapters of the National Safety Council and the Western Region Office of the National Safety Council without whose assistance the Crusade could not have been successful.

2. Placement of Teamsters-Green Cross Safety Crusade bumper strips on all vehicles of city government in San Francisco, Oakland, Martinez, Richmond, Berkeley, San Mateo, Burlingame, San Jose, Fresno, Sacramento, Stockton, Chico, Eureka, Modesto, and many smaller cities.
3. Placement of the bumper strips on all vehicles in the Northern California Command of the 6th Army.
4. Placement of the bumper strips on all cab company vehicles in every major city and town.
5. "Kick-offs" in so many cities and towns with wholehearted cooperation of business and industrial groups.
6. Editorial comment of major newspapers: San Francisco Examiner; Oakland Tribune; and others.
7. General radio and press coverage. Space and time that would cost many times the total cost of the Safety Crusade was donated freely. The public relations value to the Teamsters Unions is incalculable.
8. The hundreds of favorable comments made publicly, by letter, or by telephone by teachers, peace officers, traffic court judges, civic leaders, Armed Forces leaders, and private citizens.
9. The wholehearted participation by the many firms who donated prizes--some amounting to nearly \$2,000--without which the great degree of public participation could not have been achieved.

28 prize awards were donated to the general public; four major awards to peace officers; and five major awards to school teachers. \$4200 in cash was donated by a number of firms (including the \$1000 from Local #960) to be used for scholarships for winning students.

SUMMARY:

The Teamsters-Green Cross Safety Crusade offered a definitely tough challenge to the two cooperating organizations. During the course of the Crusade certain questions pertinent to its complete success were answered favorably. One, of course, was the acceptance by the press and the radio coverage. Both turned out to be favorable--even in many areas where there has been a definite anti-Labor history.

The tremendous area covered offered another major challenge--

SUMMARY: (Cont.)

particularly in view of necessary staff limitations. From the onset it was decided to keep the staff at a minimum to conserve costs and allow the fullest possible weight of the Safety Crusade to be felt in the area. The only full-time person paid by the Crusade fund was the Secretary.

Jack W. Soward, public relations director of the San Francisco Chapter, National Safety Council, moved into Crusade headquarters on July 5 and remained on the job until after November 10--a period of four months. His salary was paid entirely by the Safety Council. In addition he worked with Brother Ken Tenney of Local #960 with intensive effort for a seven months period prior to the commencement of the actual Crusade.

This work by Brother Tenney and Jack Soward was done primarily at night and on week-ends. It included writing complete planning actions, designing of Crusade materials, establishment of liason with various agencies (Peace Officers, Teachers, Schools, and affiliated safety organizations;) compilation of lists and contacts with firms for prize donations; and make-up and writing of Crusade brochures, information kits, instructions, and various posters.

Despite the obstacles of distance and staff limitations the Crusade absolutely proved that such a venture can be successful if properly planned and directed.

CONCLUSION:

An established safety organization within the Western Conference of Teamsters ought to be set up to capitalize on the extensive public relations value gained in the Crusade effort. This organization could be called the "Teamsters Traffic Safety Department" or some other name aligned with the field of accident prevention. Each of the 11 Western States annually hold a "Governor's Traffic Safety Conference," where representatives of the Teamsters Safety Department would take part in an official capacity--as was done by Crusade representatives at the California Conference this year. The Teamsters Safety Department could act as liason between the Union and the Safety Councils in the area and participate whenever possible in an official capacity with these important community groups.

The Teamsters, as the primary users of the highways for commercial purposes, ought to maintain constant contact with the traffic planning and engineering agencies of the several states.

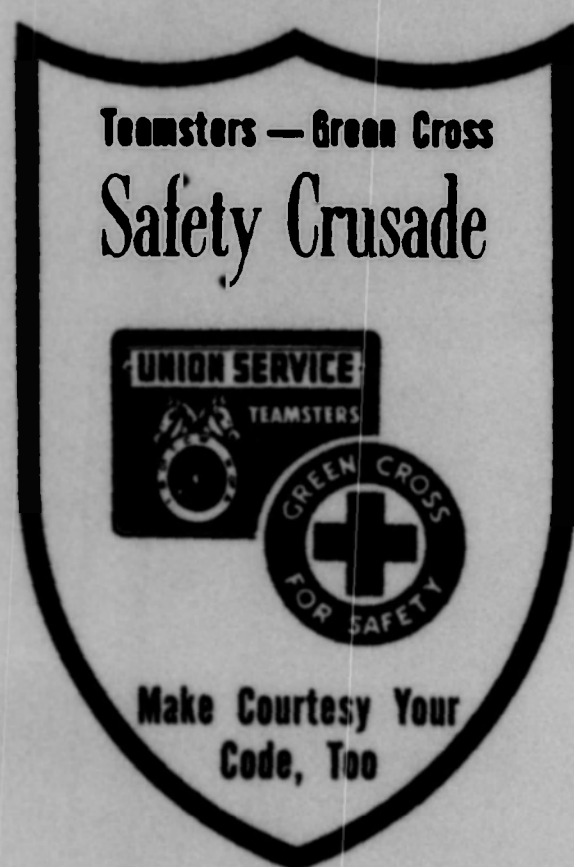
Various promotion programs should be developed annually so the Teamsters Union will come to be recognized as a lead-

CONCLUSION: (Cont.)

ing exponent for proper traffic training. These promotions could include the Teen-Age Rodeos; driver training programs in the schools; Hot Rod Club activity; development of booths for fairs; window displays; motion pictures for use by safety groups; TV shorts on traffic safety; radio spot announcements; special events--such as the Teamster-Green Cross Safety Crusade; parades, and public or internal contests with adequate prizes.

The "Right to Work" bills--a constant threat to organized labor--can be combated indirectly through such public service ventures as the Safety Crusade. The year 'round continuation of an actively operating safety program--particularly with the established cooperating organization--would constitute an exceptional service to the public and establish a high degree of excellent relations with that public.

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Information Kit

San Francisco Examiner

TRUTH, JUSTICE

PUBLIC SERVICE

CCCC*

TUESDAY, MAY 3, 1955

28

Splendid Campaign

ONE OF the most thorough traffic safety campaigns ever drawn will be put on in northern California this autumn by the Teamsters Union and National Safety Council.

Called the Teamster-Green Cross Safety Crusade, the campaign calls for distribution of 2,000,000 individual safety pledges to the public. There will be 100,000 windshield stickers; 50,000 fluorescent bumper strips; 250,000 posters. The drive will be publicized through all media.

Further to capture public attention, every signer of a safety pledge will have a chance at winning a trip for two to the Orient. Prizes of similar magnitude will be given essay winners among students, teachers and peace officers.

The full \$25,000 bill for this will be paid by members of the Teamsters Union. They know how important is traffic safety, for they are the men who drive commercial vehicles in city streets and on the highways. As Dave Beck, their general president, put it in a recent speech here, they are determined to do their part to win "the war America has never won" — the war against accidents.

The Examiner is enlisted for the duration in this war, too. A primary reason for the campaign of this and other Hearst Newspapers for better roads is to reduce the sickening traffic toll. The Teamsters and National Safety Council can count on our support.

MUNICIPAL COURT
WALTER CARPENETI, JUDGE
SAN FRANCISCO
CALIFORNIA

July 18, 1955

Mr. Ken Tenney
478 Valencia Street
San Francisco 3, Calif.

Dear Ken:

My clerk just walked in with the brochure on the Teamster Green Cross Safety Crusade which Judge Caulfield apparently intended that I receive on May 17th.

Let me first say that I think it is the greatest thing I have ever run into on traffic safety. You and the Western Conference of Teamsters are certainly to be congratulated. After six months in the Traffic Court I can't think of any better means of creating interest and getting over the message of safety to the people than a campaign such as yours.

In the first place, we are all human; we are not apt to give our interest to anything unless we think it will be to our advantage. Therefore, the giving of these very large and worthwhile prizes will first create such an interest, having attracted the attention of the drivers and people of northern California to the traffic safety program, then the more substantial interest of what traffic safety will mean to them can be brought home.

The traffic courts are in no position to do this type of public relations. We can only do it with those who have already been issued citations, and in most cases they are not in too happy a mood to get any benefit out of a traffic safety program.

While I am no longer sitting in Traffic Court I cannot help feel that this is one of the greatest things that could have happened in the traffic safety program. Once again my congratulations and best wishes.

Sincerely,


Walter Carpeneti

WC:jk

STANDARD OIL COMPANY OF CALIFORNIA

STANDARD OIL BUILDING

T. S. PETERSEN
PRESIDENT

SAN FRANCISCO 20, CALIFORNIA

July 22, 1955

Mr. Ken Tenney
Teamsters Green Cross Safety Crusade
478 Valencia Street
San Francisco 3, California

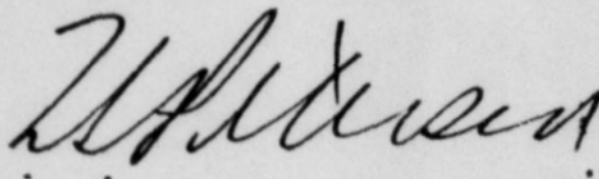
Dear Mr. Tenney:

I was pleased to have had an opportunity to visit with you last week and to learn about the Teamsters Green Cross Safety Crusade. Certainly this effort to stimulate public consciousness of the traffic safety problem is timely and in the community interest.

Our Company is pleased to send you the enclosed check for \$500 as our contribution to the scholarship fund being raised and you are at liberty to indicate our Company as one of the donors to this program.

You have my best wishes for success in this worthwhile endeavor.

Cordially yours,



AWARDS TO BE MADE TO WINNERS
PUBLIC PLEDGE SECTION
TEAMSTER-GREEN CROSS SAFETY CRUSADE

(All names drawn at the public drawing to be held in San Francisco during the second week of November, 1955, will be placed in a "Winners Circle". The first name shall have first choice at any award, etc.)

1. Trip for two people, trans-Pacific, on a luxury liner.
AMERICAN PRESIDENT LINES
2. Deluxe trip for two people on the Lurline, with an 11 day stay at the Royal Hawaiian Hotel, Honolulu.
3. One week stay at the ARIZONA MANOR in Phoenix, Ariz. (two people).
4. One week stay at the ARIZONA MANOR in Phoenix, Ariz. (two people).
5. Weekend for two people at the FAIRMONT HOTEL, San Francisco.
6. Weekend for two people at the FAIRMONT HOTEL, San Francisco.
7. Weekend for two people at the ALEXANDER HAMILTON HOTEL, San Francisco.
8. One week stay for two people at the BELLEVUE HOTEL, San Francisco.
9. One week stay for two people at the BELLEVUE HOTEL, San Francisco.
10. One week end for two people at the SAN CARLOS HOTEL, Monterey.
11. One week stay for two people at the RIVERSIDE HOTEL, Reno, Nev.
12. One week stay for two people at the RIVERSIDE HOTEL, Reno, Nev.
13. One week stay for two people at the ROOSEVELT HOTEL, San Francisco.
14. One week stay for two people at the TEMPLE HOTEL, Redding.
15. One week stay for two people at the TEMPLE HOTEL, Redding.
16. One week stay for two people at LOS CASITAS (housekeeping), Catalina Island.
17. One week stay for two people at LOS CASITAS (housekeeping), Catalina Island.
18. Two weeks stay for two people at the ARIZONA TWILIGHTER, Phoenix, Ariz. (Housekeeping).
19. Two weeks stay for two people at the PINE CONE RESORT, Lake Tahoe, (Housekeeping).
20. One weekend for two people at the SAN YSIDRO RANCH, Santa Barbara.
21. One weekend for two at the VILLA MARINA, Ensenada, Baja Calif. Mexico.
22. TRUETONE TELEVISION SET (Western Auto Supply Co.)
23. WIZARD DEEP FREEZE UNIT (Western Auto Supply Co.)
24. One week stay for two people, at the HOTEL CALIFORNIAN, San Francisco.
25. One week stay for two people at the PARK HOTEL, Sacramento.
26. Three days stay at EL RANCHO VEGAS Las Vegas, Nev., with round trip by TWA Airline from San Francisco.
27. Two weeks stay for two people at the VILLAGE INN, Lake Arrowhead.

And many other small merchandise awards: radios, pen sets, toasters, irons, etc.

ANY PERSON 18 YEARS OF AGE OR OLDER SHALL BE ELIGIBLE TO ENTER. ENTRY IS MADE SIMPLY BY WRITING NAME AND ADDRESS ON THE SAFETY CRUSADE PLEDGE CARD AND MAILING IT IN TO SAFETY CRUSADE HEAD-QUARTERS, 478 VALENCIA ST., SAN FRANCISCO 3, CALIFORNIA.

June 2, 1955

ROSTER OF NATIONAL SAFETY COUNCIL
CALIFORNIA CHAPTERS AND LOCAL COUNCILS

BRAWLEY SAFETY COUNCIL
Mary Galpin, President
238 D Street
Brawley, California

CHICO ACCIDENT PREVENTION COUNCIL
Mr. Wes Cochran, Chairman
P.O. Box 1196
Chico, California

EL MONTE SAFETY COUNCIL
Mr. A.A. Fickewirth, President
621 Gage Street
El Monte, California

FRESNO COUNTY SAFETY COUNCIL
Mr. Matthew Kuhta, Administrator
646 Belmont Avenue
Fresno, California

GOLETA VALLEY SAFETY COUNCIL
Mr. J.C. Hanna, Executive Secretary
102 Magnolia Avenue
Goleta, California

HAYWARD AREA SAFETY COUNCIL
Mr. Matthew Jiminez, President
1022 Second Avenue
Hayward, California

HERMOSA BEACH SAFETY COUNCIL
Chief Jack Harlow
c/o Police Department
Hermosa Beach, California

CITY OF LAKEWOOD TRAFFIC AND SAFETY
COMMISSION
Mr. Phillip Pattaraon, Chairman
5044 Faculty Avenue
Lakewood 11, California

LONG BEACH SAFETY COUNCIL, INC.
Mr. James Worsham, Manager
601 Pacific Avenue, Suite 203
Long Beach, California

GREATER LOS ANGELES CHAPTER NSC
Mr. Joseph M. Kaplan, Secretary-Manager
610 South Main Street, Suite 496
Los Angeles 14, California

MERCED COUNTY TRAFFIC SAFETY COUNCIL
Mr. A.F. Kurrela, President
1343 West 18th Street
Merced, California

EASTBAY CHAPTER NSC
Mr. Clinton W. Dreyer, Manager
1322 Webster Street
Oakland, California

PARADISE SAFETY COUNCIL
Mr. Kenneth J. Greene, Chairman
577 Bille Road
Paradise, California

SACRAMENTO SAFETY COUNCIL
Mr. Frank Enos, Executive Manager
Room 22, Court House
Sacramento 14, California

(SALINAS) TRAFFIC SAFETY COMMISSION
Mr. Thomas G. Dunne, Secretary
Public Service Department
City Hall
Salinas, California

*SAN DIEGO COUNTY TRAFFIC SAFETY COUNCIL
Mr. David Thompson, Executive Director
435 West Broadway
San Diego, California

SAN FRANCISCO CHAPTER NSC
Mr. Iver C. Larson,
Executive Vice President
28 Geary Street
San Francisco, California

SANTA CLARA COUNTY CHAPTER NSC
Mr. David N. Kaye, Executive Secretary
281 West San Fernando
San Jose, California

SANTA BARBARA SAFETY COUNCIL
Mr. Richard Kaywood, Executive Director
2 West De la Guerra
Santa Barbara, California

SANTA CRUZ COUNTY SAFETY COUNCIL
Mr. C.E. Fehlman, Secretary
330 High Street
Santa Cruz, California

(STOCKTON) SAN JOAQUIN COUNTY SAFETY
COUNCIL
Mrs. Lovilla Lalor, Executive Secretary
203 City Hall
Stockton, California

CONTRA COSTA SAFETY COUNCIL, INC.
Sam Conti, President
915 Green Street
Martinez, California

(*) - Not yet affiliated with the National
Safety Council

NO. CALIF. TEAMSTER LOCALS

LOCAL 12—Joseph Dillon, Sect'y 104 Valencia St., San Francisco 3	LOCAL 124—John D. Coffman, Sect'y 810 14th St., Oakland 12	LOCAL 674—Edward Felley, Sect'y 45 Santa Rosa St., San Jose 1
LOCAL 78—Frank A. DeMartini, Sect'y, 626 West St., Oakland 12	LOCAL 204—John Dillita, Sect'y 1014 Santa Teresa St., San Jose 10	LOCAL 684—Wm. Burke, Sect'y 1004 Fourth St., Burlingame 1
LOCAL 79—Wm. F. Torr, Sect'y 2315 Valdez St., Oakland 12	LOCAL 516—Boris K. Carter, Sect'y 1000 Irving St., San Francisco 10	LOCAL 694—George Nelson, Sect'y 120-D 13th St., San Mateo 10
LOCAL 83—Daniel J. Sweeney, Sect'y 126 1/2 Bryant St., San Francisco 3	LOCAL 520—Francisco Buzi, Sect'y 1000 S. Van Ness, San Francisco 10	LOCAL 704—Edward Skow, Sect'y 1078 Union St., Alameda 1
LOCAL 84—Ferdie H. Badley, Sect'y 1004 E. Main St., San Francisco 10	LOCAL 522—Wm. Pudge, Sect'y 1008 7th St., San Francisco 10	LOCAL 714—Wm. K. Kinsburg 1004 E. Main St., San Francisco 10
LOCAL 86—Morrill, Sect'y 1002 San Miguel Ave., San Francisco 10	LOCAL 524—Wm. Bennett, Sect'y 1004 Valencia St., Oakland 12	LOCAL 724—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 100—Alan S. Castro Valley Sect'y, 190 Market, San Francisco 3	LOCAL 526—Miguel Davis, Sect'y 1004 N. Market St., San Francisco 10	LOCAL 734—M. Castro, Sect'y 1004 17th St., San Francisco 10
LOCAL 117—Gerald A. Shearin, Sect'y 1002 Ave St., Marysville 10	LOCAL 528—Stanley R. Reed, Sect'y 1004 N. San Francisco 10	LOCAL 744—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 118—Albert A. Marty, Sect'y 1004 Stockton Blvd., Sacramento 10	LOCAL 530—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 754—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 161—Dan J. Mitchell, Sect'y 1004 Stockton Blvd., Sacramento 10	LOCAL 532—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 764—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 168—C. O. Jackson, Sect'y 1004 Piedmont Ave., Oakland 11	LOCAL 534—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 774—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 174—James F. Walsh, Sect'y 473 Valencia St., San Francisco 3	LOCAL 536—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 784—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 226—Fred J. W. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 538—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 794—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 234—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 540—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 804—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 241—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 542—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 814—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 242—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 544—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 824—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 243—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 546—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 834—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 244—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 548—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 844—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 245—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 550—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 854—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 246—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 552—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 864—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 247—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 554—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 874—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
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LOCAL 249—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 558—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 894—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 250—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 560—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 904—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 251—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 562—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 914—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 252—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 564—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 924—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 253—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 566—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 934—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 254—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 568—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 944—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 255—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 570—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 954—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 256—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 572—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 964—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 257—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 574—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 974—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 258—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 576—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 984—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 259—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 578—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 994—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 260—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 580—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 1004—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 261—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 582—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 1014—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 262—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 584—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 1024—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 263—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 586—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 1034—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 264—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL 588—Miguel Davis, Sect'y 1004 N. San Francisco 10	LOCAL 1044—Wm. C. Voss, Sect'y 1004 17th St., San Francisco 10
LOCAL 265—W. J. Watson, Sect'y 280 16th St., San Francisco 3	LOCAL	

NOTE TO USERS OF THIS KIT

It will be a tremendous help to the coordinators if you will set aside an extra copy of every newspaper clipping, announcement, letter, radio script, picture and any other materials used during your local Teamsters-Green Cross Safety Crusade and forward them to the coordinators' office at the close of the Crusade, along with a record of local participation and publicity.

This will help to assess and evaluate the success of the Crusade in terms of future expansion in the state, region and country.

Thanks a lot!

Jack W. Soward
Ken Tenney

478 Valencia Street
San Francisco 3, Calif.



News Release

SAMPLE NEWSPAPER RELEASE

FOR RELEASE: Prior to beginning of Crusade

(PICTURE SUGGESTION: Representative of Teamsters and representative of Safety Council planning Crusade with pretty girl, a "volunteer.")

Tripa abroad, scholarships and a host of valuable prizes will be awarded to winners in a Northern California Teamsters-Green Cross Safety Crusade to be held here in September and October.

Locally, the Crusade will be sponsored by the _____
(local Teamsters)
and the _____
(local safety council)

_____, who announced the _____
(name of town)

Crusade, said, "this huge drive, the first of its kind ever held, is expected to help a reduction in the 1700 annual traffic deaths in Northern California.

The Crusade theme, which will be widely repeated, is, "Make Courtesy Your Code, Too." The Crusade will seek to show people that lack of highway courtesy is a major cause of the high annual traffic death toll. Speed, violation of right-of-way laws, improper passing and drunk driving all have been termed "violations of courtesy" by the National Safety Council.

The Crusade, conducted by Teamsters locals and Northern California chapters of the National Safety Council, is divided into four contests, with sections for students, teachers, police officers and the general public.

"Anyone in the state may enter the Public Pledge section of the Crusade," _____ said. "The only requirement is to obtain a pledge postcard, sign the pledge to obey the rules of courtesy on the highway, and mail it in to contest headquarters in San Francisco. A public drawing will determine more than 40 winners of merchandise prizes.

--more--

In the Crusade's second section, students of any school may submit 2500-word essays on traffic safety. Winners will receive scholarships to any college in the country.

Teachers will submit essays to qualify in the third section, and the winner will receive an expense-paid tour to the Far East on a Pacific Far East Lines ship. Police officers are given the opportunity to submit any slogan, essay or idea on traffic safety to win trips and merchandise prizes in the fourth section of the Crusade.

In addition to the contests, the Crusade slogan will be featured on posters, billboards, windshield decals and bumper strips and will receive special promotion through State and county fairs and radio-television outlets.

The Crusade expenses are being borne by Northern California Teamsters, who hope this campaign will be a test effort for greater drives to come.

Pledge cards and contest details may be obtained at _____
(Teamster

_____ or _____
headquarters) (Safety Council)



News Release

SAMPLE NEWSPAPER RELEASE

FOR RELEASE: day of local kick-off luncheon.

(PICTURE SUGGESTION: The principals at the kick-off luncheon, posing with a quarter card and holding bumper strips.)

A two-month Teamsters-Green Cross Safety Crusade was launched here yesterday at a kick-off luncheon attended by more than _____ persons in the _____
(place of luncheon).

The Crusade, a traffic safety program to reduce highway deaths throughout Northern California, is sponsored locally by _____
(Teamsters) and the _____
(Safety Council).

_____, who gave the keynote speech, told the assembled representatives of civic organizations that "this massive safety effort has been carefully planned to allow every citizen in _____
(name of community) to participate. I believe it will be the most intensive and successful safety drive ever held here."

The luncheon guests received the first Crusade pledge cards to be distributed locally. The cards, when signed and mailed, make any individual eligible to win one of 40 prizes, including free trips to the Far East, in the Public Pledge Section of the Crusade.

Also on display were windshield stickers, bumper strips and posters to be distributed by local organizations cooperating in the Crusade.

(more)

TEAMSTER-GREEN CROSS SAFETY CRUSADE Page 2

All bear the Crusade message: "Make Courtesy Your Code, Too!"

_____ said the purpose of the Crusade is to help save 1700 lives on Northern California's streets and highways during the coming year. He noted that a majority of driver violations resulting in serious accidents are fundamentally violations of common courtesy on the road.

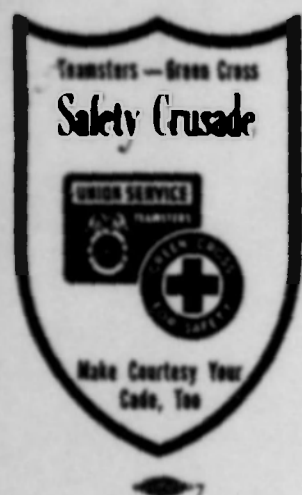
Also participating in the luncheon program were:
(list here names, titles, and organizations of people at head table).

Among organizations pledging cooperation with the Crusade are: (list all organizations represented at luncheon).

In addition to the Public Pledge Section, the Crusade includes an essay contest, students with scholarships as prizes; and an idea and slogan contest for police officers, in which winners will be awarded valuable merchandise prizes.

Pledge cards and details for entering may be obtained at
the _____ or _____
(address of Teachers) (address of Safety Council)

#



News Release

ADDITIONAL PUBLICITY SUGGESTIONS

The sample releases in this kit are suggested forms for just two of the many opportunities for newspaper publicity that will develop during the course of the Crusade.

In addition, a community night suggest to daily papers stories and pictures as follows:

STORY

Story about kick-off luncheon about two days in advance of luncheon.

Separate stories before and during Crusade telling what every organization cooperating in Crusade is doing.

Story about students' section alone, with prizes and news of local student entering.

Same for teachers.

Same for police.

Picture spread showing Teamster in small truck or auto illustrating rules of courtesy, with big Green Cross flag or poster draped over vehicle, or Green Cross' Sammy Safety figure pointing to correct action, hand signals. Captions only, to explain pictures.

Feature story on correct rules of road as the Teamsters practice them, stressing "Defensive Driving" tactics and "Gentlemen of the Road."

(Publicize every activity in the Crusade and every phase of it, and when it's over tell how many people entered and what local people got prizes, then run another story congratulating everybody for participating. When other ideas are exhausted, get a pretty girl, children or dog to pose with Crusade material for a picture with caption only.)

ACCOMPANYING PICTURE

Pretty girl hanging up quarter card.

Picture of organization members, with either local Teamster or Green Cross official, engaging in activity, such as having someone sign pledge, writing essay, placing bumper strip or windshield stickers.

Picture of student writing essay.

Same.

Same.

AND DON'T FORGET

**RADIO
TV**

Duplicate enclosed spot announcements with local material inserted, and give each station several copies at the beginning. Then give them more for October.

Arrange special programs with your program managers in which principals in local Crusade explain various phases of program in discussion with announcer.

Put spots or releases into hands of disc jockeys or program personalities and ask them to plug Crusade in their own style.

WEEKLY PAPERS:

Send stories and pictures for use each week during Crusade similar to daily stories, but without specific time element.

OTHER PUBLICATIONS:

Send employee publications, association publications and club bulletins overall information on Crusade, similar to first sample release.

SPEAKERS:

Ask local organizations to have a speaker describing Crusade and asking support. Speaker should bring enough materials for all at meeting and ask speakers to distribute pledge cards, bumper strips and windshield decals to everyone possible, both inside and outside club membership. If programs are set up, ask for a five-minute spot on the program.

EXHIBITS:

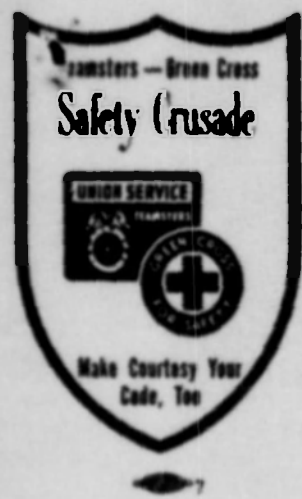
Arrange for exhibits or booths at local functions where people gather, and have people sign pledge cards and leave them with you for mailing on the spot. Have volunteers paint large poster and banners with Crusade emblem and slogan.

WORD OF MOUTH:

Ask all connected with Crusade to spread news of it by word of mouth in daily contacts. For instance, as opening to telephone call:
"Say George, have you sent in your Teamster-Green Cross pledge card yet?"

For Inquiry:

Jack W. Soward, Coordinator
478 Valencia St., San Francisco
Market 1-0457



Spot Announcement

SAMPLE RADIO SPOT ANNOUNCEMENTS

(Duplicate with local information, and give several sets to each radio station.)

For Use in September and October

:05

ANNCR:

Enter the Teamsters-Green Cross Safety Crusade today, "Make Courtesy Your Code, Too!"



Spot Announcement

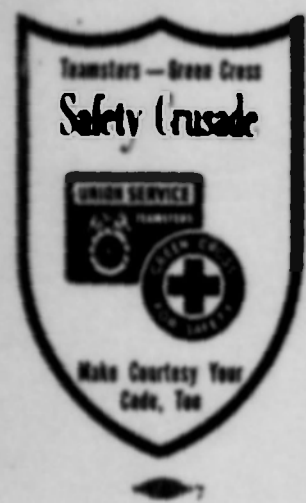
For Use in September and October

±05

ANNCH:

Help reduce highway accidents. Join the Teamsters-Green Cross Safety Crusade today.

#



Spot Announcement

For Use in September and October

ANCHOR:

You can win a trip abroad or valuable prizes by simply mailing a safety pledge card to the Teamsters-Green Cross Safety Crusade. Help reduce highway accidents. Enter the Teamsters-Green Cross Safety Crusade today.

#



Spot Announcement

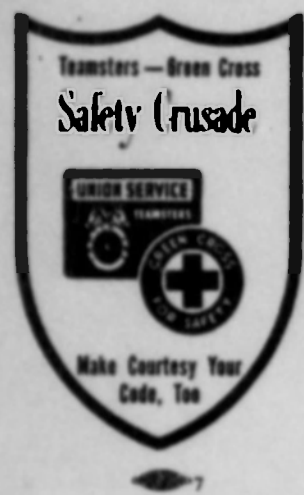
For Use in September and October

ANNCR:

:10

Now you can participate in a safety drive and win valuable prizes, too!
It's the Teamsters-Green Cross Safety Crusade. Get details from your
nearest Teamsters office of safety council.

#



Spot Announcement

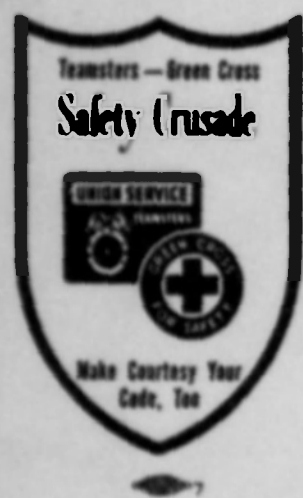
For Use in September and October

120

ANNCR:

"Make Courtesy Your Code Too!" That's the slogan of the Teamsters-Green Cross Safety Crusade, a traffic safety drive in which you can participate. To do your part for highway safety, and to win valuable prizes, too, get your safety pledge card and enter the contest right away. For details, call or write the local teamster or Green Cross office.

#



Spot Announcement

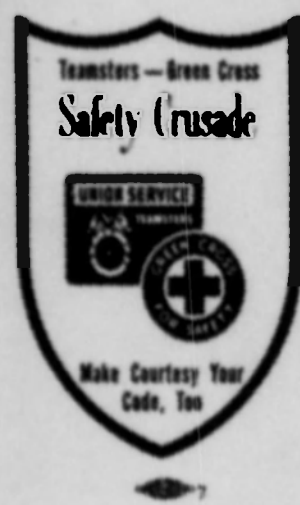
For Use in September and October

120

ANNCH:

"Make Courtesy Your Code, Too!" That's the theme of the current Teamsters-Green Cross Safety Crusade. You can win valuable prizes, a trip abroad or a scholarship, and help reduce tragic accidents on our highways at the same time. To enter, just obtain a safety pledge card and mail it in. Get details from your local Teamster or Green Cross office. It's completely free. Enter today. And don't forget, "Make Courtesy Your Code, Too!"

#



Spot Announcement

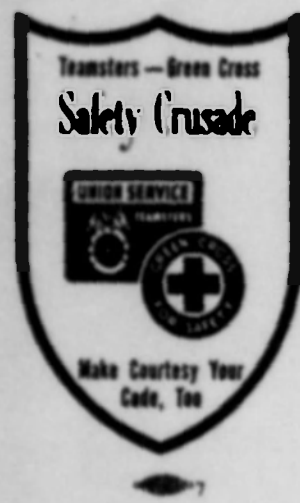
For Use in September and October

:30

ANNCR:

"Make Courtesy Your Code, Too!" That's an appeal for safe driving on California streets and highways that carries a real punch during September and October, the months of the Teamsters-Green Cross Safety Crusade.

"Make Courtesy Your Code, Too!" is the theme of a gigantic safety drive in which you can participate and have the chance to win more than 60 valuable prizes and trips abroad. Anyone may enter, and it's absolutely free. Just get the details from your nearest Teamsters local or Green Cross Office. Enter today. And don't forget, "Make Courtesy Your Code, Too!"



Spot Announcement

For Use in September and October

1:00

ANNCR:

Discourtesy on the road is a primary cause of the traffic accidents which took 3,000 lives in California last year. To help combat highway discourtesy, local Teamster unions and the Northern California Chapters of the National Safety Council have joined hands in a Safety Crusade. The Crusade theme is: "Make Courtesy Your Code, Too!" Included in the Crusade are four contests in which you have the opportunity to win trips abroad, scholarships or valuable prizes -- completely free. And you'll be helping the Teamsters and the Green Cross organizations reduce needless, tragic deaths and accidents. Anyone may enter a Public Pledge section of the contest, and in addition, there are special prizes awaiting teachers, students and police officers. So get the details from your local Teamster or Green Cross office. Enter today. And don't forget: "Make Courtesy Your Code, Too!"



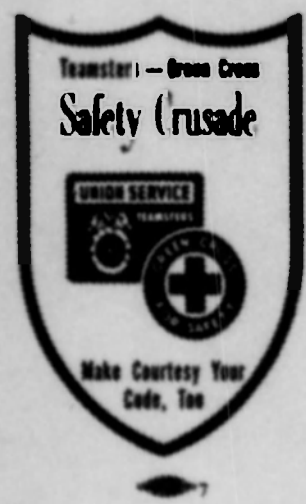
Spot Announcement

For Use in September and October

1:00

ANNCR:

How would you like to win a free six-months trip to the Far East, or a new automobile, or - if you are a student - a scholarship to any college in the United States? Well, those sound like pretty good prizes in any contest. But while you're participating in such a contest, how would it be if you knew you were helping the cause of highway safety in California and in your own neighborhood, too? That's exactly what each and every Californian can do right now, as part of the Teamsters-Green Cross Safety Crusade. The prizes mentioned before are only a few of the more than 60 prizes offered by companies and organizations anxious to help reduce the high annual traffic death toll in California. Local Teamsters unions and the Northern California chapters of the National Safety Council are sponsoring the Safety Crusade. Just obtain a safety pledge card from the Teamsters union or Green Cross office in your community and mail it in. And always follow the Crusade slogan, "Make Courtesy Your Code, Too!"



Spot Announcement

TEAMSTER-GREEN CROSS SAFETY CRUSADE

--0:30--

ANNCR: As you drive today through residential areas keep in mind that one of the most important persons in the world may suddenly appear in front of your car. The Teamster-Green Cross Safety Crusade reminds you to remember how important your own children are to you.....how important every child is to his own parents. Drive carefully and watchfully. Give the youngsters a chance....for life!

##

--0:20--

ANNCR: Please consider every child a human caution sign, reminds the Teamster-Green Cross Safety Crusade. Remember, the kids are impulsive. A pet or a ball bounding into the street should be a warning that a child might follow.

##



FREE

Pledge Cards

HERE

TEAMSTERS-GREEN CROSS SAFETY CRUSADE

ASK FOR YOURS NOW!

TRANS-PACIFIC TRIP FOR TWO...ON AMERICAN PRESIDENT LINES

DELUXE TRIP FOR TWO ON LORLINE...AND ELEVEN DAY STAY WITH MEALS
AT THE ROYAL HAWAIIAN HOTEL, HONOLULU

PRIZES

FINAL ENTRIES MUST BE MAILED BEFORE MIDNIGHT, OCTOBER 31, 1955



- AND MANY SMALL MERCHANDISE AWARDS
- WIZARD DEEP FREEZE UNIT (WESTERN AUTO SUPPLY CO.)
- TRUETONE TELEVISION SET (WESTERN AUTO SUPPLY CO.)
- 1 WEEK FOR TWO PEOPLE
- SAN CARLOS HOTEL (Haworth)
- 1 WEEK FOR TWO PEOPLE
- TEMPLE HOTEL (Haworth)
- 1 WEEK FOR TWO PEOPLE
- ALEXANDER HAMILTON HOTEL (San Francisco)
- 1 WEEK FOR TWO PEOPLE
- PARK HOTEL (Sacramento)
- 1 WEEK FOR TWO PEOPLE
- HOTEL CALIFORNIA (San Francisco)
- 1 WEEK FOR TWO PEOPLE
- VILLA MAMA (Eureka, Santa Cruz, Calif.)
- 1 WEEK FOR TWO PEOPLE
- SAN YSIDRO RANCH (Santa Barbara)
- 1 WEEK FOR TWO PEOPLE
- MOOSEHOLT HOTEL (San Francisco)
- 2 WEEKS FOR TWO PEOPLE
- FINE HOME MESON (Lake Tahoe)
- 2 WEEKS FOR TWO PEOPLE
- VILLAGE INN (Lake Arrowhead)
- 3 DAYS STAY FOR TWO WITH ROUNDTRIP FROM SAN FRANCISCO BY TWA AIRLINES
- EL RANCHO VEGAS (Las Vegas)
- 2 WEEKS FOR TWO PEOPLE
- AMAZONIA TWILIGHTER (Phoenix)
- 1 WEEK FOR TWO PEOPLE
- LOS CASTAS (San Jose, Calif.)
- 1 WEEK FOR TWO PEOPLE
- DELLEVE HOTEL (San Francisco)
- 1 WEEK FOR TWO PEOPLE
- MEADOWSIDE HOTEL (Haworth)
- 1 WEEK FOR TWO PEOPLE
- MANOYOT HOTEL (San Francisco)
- 1 WEEK FOR TWO PEOPLE
- AMAZONIA (Phoenix)

Any person 18 years of age or older shall be eligible to enter. Entry is made simply by writing name and address on the SAFETY CRUSADE PLEDGE CARD and mailing it in by SAFETY CRUSADE HEADQUARTERS, 478 Valencia St., S. F. 3.

(All names drawn in a public drawing to be held in San Francisco during the second week of November, 1955, shall be placed in a "Winner's Circle." First award drawn shall have first choice at any word etc. YOU NEED NOT BE PRESENT TO WIN. WINNERS WILL BE NOTIFIED.)



MAKE COURTESY
CODE, TOO

The TEAMSTER-GREEN CROSS SAFETY CRUSADE is a non-profit cooperative venture sponsored by the Teamster Unions and the National Safety Council Chapters of Northern California.

The TEAMSTER-GREEN CROSS SAFETY CRUSADE will be conducted throughout Northern California between September 1 and October 31, 1955. This is the first of a contemplated series of such safety activities and is considered by both of the cooperating organizations to be a "pilot" test to determine costs and other needs when the area is expanded.

Major costs for conducting the SAFETY CRUSADE have been borne by the Teamster Unions. The San Francisco Chapter of the National Safety Council is donating the services of a staff member and general publicity and distribution services will be performed by all of the participating safety councils.

There are actually four parts—to be conducted simultaneously—of the SAFETY CRUSADE. The first and major part is the PUBLIC PLEDGE section. It is expected that at least one million persons will submit their pledge to "drive and walk safely" since the incentives for doing so are more than 40 outstanding prize awards to be given following a drawing in San Francisco in November. The only requirement for entry is that the person must obtain and mail in a safety pledge prior to midnight of October 31. *Anyone may enter.*

Second section of the SAFETY CRUSADE will be for students of high schools or colleges. In this section the entrants must submit an essay of up to 2,500 words on any phase of accident prevention. Essays will be screened and judged by a disinterested panel of judges selected from newspaper editors and educators. Top essay writers will be given valuable scholarships to "any accredited university or college in the United States." *Students at any public, parochial, or private school are eligible.*

The third section is for teachers of public, parochial, or private schools. Their essays on any safety subject will be fairly judged by an impartial panel. Winners will be given their choices of several lengthy journeys such as *A Trip to Any Place in the World Where the "Bear Flag" Flies* (Pacific Far East Lines). This trip could take up to six months.

The fourth section is for police officers. This group may submit any slogan, essay, or idea on traffic safety. Top awards will be trips and merchandise prizes.

More than one million PLEDGE CARDS have been printed. 300,000 windshield decals have been printed and 200,000 bumper strips are on the presses. All stress the Crusade slogan: "*Make Courtesy Your Code, Too.*" In addition, 200 24-sheet billboards will be shown in Northern California during the period.

A huge 80-foot hooch has been taken by Joint Council No. 38, Teamsters, at the State Fair and a portion of it will be devoted entirely to the TEAMSTER-GREEN CROSS SAFETY CRUSADE. Booths already have been reserved, too, at the Fresno, Santa Clara, and San Joaquin County Fairs. Many Radio and TV shows will stress the Crusade.

The primary purpose of the TEAMSTER-GREEN CROSS SAFETY CRUSADE is to put across the idea to a large group of people that lack of courtesy on the highways is the primary factor in the high annual traffic death toll. In the area chosen there are nearly 3,000,000 registered motor vehicles. During the past five years an average of 1,700 people have been killed on the streets and highways of Northern California.

The top causes of traffic accidents: speed, violation of right-of-way, improper passing, and drunk driving all have been termed "*Violations of Discourtesy*" by the National Safety Council.

Since the SAFETY CRUSADE will begin on the week of Labor Day and will continue well into the Fall it will cover the major part of the period of year that has been recognized the most dangerous. It will precede the year-end holidays by more than a month but many of the messages still will be displayed on the bumpers of trucks and cars throughout the State long after the year's end.

The TEAMSTER-GREEN CROSS SAFETY CRUSADE has been officially recognized by the California Peace Officers Association; the California State Municipal Motorcycle Officers Association; the California State Teachers Association; the Junior Statesmen of California; Governor Goodwin J. Knight; the board of directors of the National Safety Council; the Western Conference of Teamsters; and the Editorial Board of the Hearst Newspapers.

Many California, National, or Western firms have contributed heavily to help make the Teamster and Safety Council cooperative effort a success. To date each of the following has given wholehearted assistance through prizes for public, police, teachers, or scholarships for students: STANDARD OIL OF CALIFORNIA; ASSOCIATED OIL COMPANY; PACIFIC FAR EAST LINES; AMERICAN PRESIDENT LINES; MATSON NAVIGATION COMPANY; TRANSOCEAN AIR LINES; SAFEWAY STORES; WESTERN AUTO SUPPLY; GREYHOUND LINES; ROYAL HAWAIIAN HOTEL in Honolulu; and more than 25 hotels and resorts in California, Arizona, Nevada, and Mexico.

AWARDS OF MERIT

TRANS-PACIFIC TRIP FOR TWO . . . ON AMERICAN PRESIDENT LINES

DE LUXE TRIP FOR TWO ON LURLINE . . . AND ELEVEN-DAY STAY WITH MEALS AT THE ROYAL HAWAIIAN HOTEL, HONOLULU

ARIZONA MANOR (Phoenix)
1 week for two people
1 week for two people

FAIRMONT HOTEL (San Francisco)
1 week end for two people
1 week end for two people

RIVERSIDE HOTEL (Reno)
1 week for two people
1 week for two people

BELLEVUE HOTEL (San Francisco)
1 week for two people
1 week for two people

LAS CASITAS (Catalina Island)
1 week for two people
1 week for two people

ARIZONA TWILIGHTER (Phoenix)
2 weeks for two people

EL RANCHO VEGAS (Las Vegas)
1 days stay for two with round trip from San Francisco
by TWA Airlines

VILLAGE INN (Lake Arrowhead)
2 weeks for two people

PINE CONE RESORT (Lake Tahoe)
2 weeks for two people

(SEE PAGE 3 FOR MORE AWARDS)

ROOSEVELT HOTEL (San Francisco)
1 week for two people

SAN YSIDRO RANCH (Santa Barbara)
1 week end for two people

VILLA MARINA (Ensenada, Baja Calif., Mex.)
1 week end for two people

CALIFORNIAN HOTEL (San Francisco)
1 week for two people

PARR HOTEL (Sacramento)
1 week for two people

ALEXANDER HAMILTON HOTEL (San Francisco)
1 week end for two people

TEMPLE HOTEL (Redding)
1 week for two people
1 week for two people

SAN CARLOS HOTEL (Monterey)
1 week for two people

TRUETONE TELEVISION SET
(Western Auto Supply)

WIZARD DEEP FREEZE UNIT
(Western Auto Supply)

And Many Small Merchandise Awards

Awards for Peace Officers

ROUND TRIP TO HAWAII WITH STAY AT TOP HOTEL
2 weeks for two people (Transocean Airlines)

EL RANCHO VEGAS (Los Vegas)
5 days stay for two people with round trip from San Francisco by TWA Airlines

BOLSEY 35 MM. THREESOME CAMERA OUTFIT
(Brinks Camera Shop)

HOBERG'S RESORT (Lake County)
1 week for two people

And Other Merchandise Awards

Awards for Teachers

PACIFIC FAR EAST LINES
Up to 5 months' trip for two people—any place in the world that the P&OAR line goes

PACIFIC ARGENTINE-BRAZIL LINES
Trip for two people to New York through the Panama Canal

JAMES LAKE SHORE RESORT (Lake Tahoe)
2 weeks stay for two people in cabin unit. European plan.

HOTEL WESTWARD HO (Phoenix, Arizona)
1 week's stay for two people. European plan.

GREYHOUND TOUR FROM SAN FRANCISCO
All-expense tour for two people to Los Angeles, Hollywood, and Palm Springs. Two nights at Clark Hotel, Los Angeles, and two nights at Tahquitz Vista Hotel, Palm Springs.

And Many Merchandise Awards

Goodwin J. Knight
Governor, State of California
Honorary General Chairman

Joseph J. Diviny
President, San Francisco Chapter
National Safety Council
General Chairman

Earl F. Campbell
San Francisco Office
National Safety Council

COORDINATORS

Jack W. Soward
National Safety Council

Ken Tenney
International Brotherhood
of Teamsters

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Arnold E. Archibald
Sam Conti
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Frank Evans
Clayton H. Hess
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Gerald A. Shear
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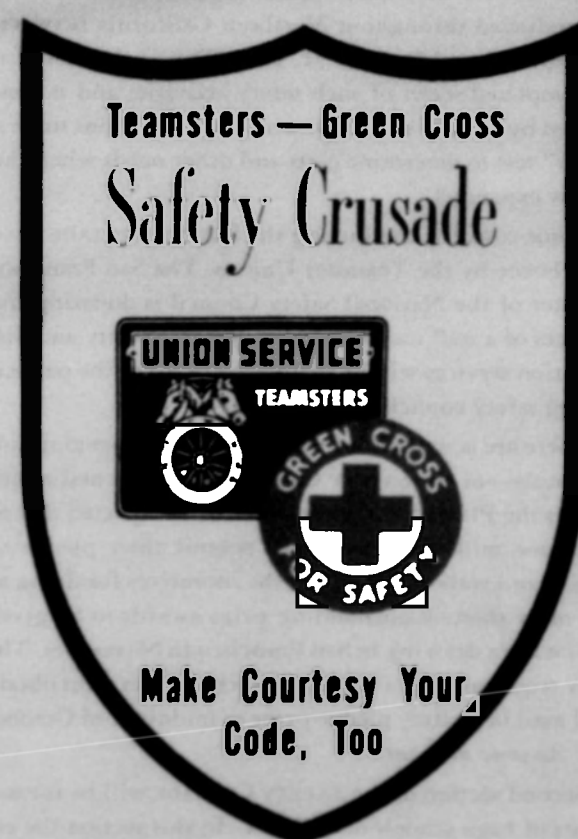
Teamsters

Green Cross

Safety Crusade

478 VALANCIA ST.
SAN FRANCISCO 3, CALIF.
Market 1-0457

Make Courtesy Your Code, Too



Make Courtesy Your
Code, Too

Sponsored by Teamster Unions of Northern California
and the
Northern California Chapters of the
National Safety Council

Teamsters — Green Cross

Safety Crusade

UNION SERVICE

Make Courtesy Your Code, Too

Teamsters

Green Cross

Safety Crusade

As a Safety Crusader I pledge:

To make every effort to drive and walk safely and to regard the rights of others

To observe all traffic rules and regulations to the best of my ability.

To make courtesy my code, too!

NAME _____

ADDRESS _____

CITY _____

(PLEASE PRINT)

JOIN YOUR LOCAL

SAFETY COUNCIL



Teamsters

Green Cross

Safety Crusade

478 VALENCIA ST., SAN FRANCISCO 3, CALIF. • MARKET 1-0457

May 2, 1955

Goodwin J. Knight
Governor, State of California
Honorary General Chairman

Joseph J. Diviny
President, San Francisco Chapter,
National Safety Council
General Chairman

COORDINATORS
Jack W. Soward
National Safety Council

Ken Tenney
International Brotherhood
of Teamsters

NATIONAL SAFETY
COUNCIL COMMITTEE

For E. Larson
Edwin R. Adams
Arnold E. Archibald
Clint Dreyer
Clayton H. Hess
Jack Schmitt
Frank Enos
Lorilla Lalor
Walter C. Lunsford
Douglas C. Westerhout

TEAMSTERS' COMMITTEE

William H. Ahern
Peter A. Andrade
Elio E. Carter
William J. Conboy
Joseph M. Dillon
Harold Lopez
Albert A. Marly
George E. Mock
G. A. Rhodes
Gerald A. Shearin
Thomas White

Mr. Dave Beck
General President,
International Brotherhood of Teamsters,
Washington, D.C.

Dear Mr. Beck:

For several years we have given a good deal of consideration to the adoption of a traffic safety program that could mutually benefit the Teamsters and the general public.

The attached program, labeled the "Teamster-Green Cross Safety Crusade", has been approved by the Policy Committee of the Western Conference of Teamsters and the Chapters of the National Safety Council in Northern California.

We of the Western Conference have felt, as you know, that we have a public service obligation to the public to do everything possible to curb the annual scourge of highway tragedies. It is our feeling that the Northern California area with a population of 5,500,000 and a motor vehicle registration of 2,750,000 offers a substantial proving ground for an extensive safety operation. The dual tie-up of Teamsters and Safety Council Chapters will give the greatest possible impact and extended life-saving value to the program.

We have every hope that the expected huge success of the Teamster-Green Cross Safety Crusade will lead to its inauguration in areas far beyond the borders of Northern California. With this view in mind we have tailored our display materials for immediate adoption into a sectional or national activity.

Fraternally yours,

Ken Tenney
KEN TENNEY, LOCAL 960
Teamsters Coordinator

Jack W. Soward
JACK W. SOWARD, S.F. CHAPTER, N.S.C.
Safety Council Coordinator

Make Courtesy Your Code, Too

Splendid Campaign

ONE OF the most thorough traffic safety campaigns ever drawn will be put on in northern California this autumn by the Teamsters Union and National Safety Council.

Called the Teamster-Green Cross Safety Crusade, the campaign calls for distribution of 2,000,000 individual safety pledges to the public. There will be 100,000 windshield stickers; 50,000 fluorescent bumper strips; 250,000 posters. The drive will be publicized through all media.

Further to capture public attention, every signer of a safety pledge will have a chance at winning a trip for two to the Orient. Prizes of similar magnitude will be given essay winners among students, teachers and peace officers.

The full \$25,000 bill for this will be paid by members of the Teamsters Union. They know how important is traffic safety, for they are the men who drive commercial vehicles in city streets and on the highways. As Dave Beck, their general president, put it in a recent speech here, they are determined to do their part to win "the war America has never won" — the war against accidents.

The Examiner is enlisted for the duration in this war, too. A primary reason for the campaign of this and other Hearst Newspapers for better roads is to reduce the sickening traffic toll. The Teamsters and National Safety Council can count on our support.

San Francisco Chronicle

Union Head Is Speaker

APR 22 1955

Safety Council Hears
Beck Back Automation

Dave Beck, general president of the AFL Teamsters Union, yesterday made a rousing defense of automation as a threat to wage earners.

Beck Tells
Plan for ILA
Merger

The AFL Teamsters Union is ready to merge with the Independent International Longshoremen's Association as the merger board to do so. The teamsters, however, do not want anything to do with the West Coast's International Longshoremen's Union, and Harry Bridges heads the organization. The merger was discussed yesterday by Dave Beck, general president of the teamsters organization, who made a hurried trip here to address the National Safety Council. Beck, 47, an impatient speaker, said he expects the AFL executive board to approve a "tentative" merger early next month. "The ILA would come over to the teamsters tomorrow if we had permission to take West Coast longshoremen merging with the Atlantic Coast dock union," he said. "I am confident. Asked about this, Beck said: 'The ILA has of Harry Bridges.'"

"America has become great because it developed these avenues of mechanization—and in many cases industry was forced to develop them because of conditions forced by trade unions," Beck said. "What a fallacy it would be if labor, having created the conditions to compel mechanization, should now throw up barriers designed to stop this evolutionary program."

Beck spoke before about 300 civic, business and labor leaders at the 11th annual membership meeting of the San Francisco Chapter of the American Safety Council.

At the meeting, in the Fairmont Hotel's Gold Room, Joseph J. Divita, vice president of the Teamsters Union, was elected president of one chapter. Outgoing president was Arnold E. Archibald.

Beck declared the salvation of America depended upon capital and labor working together.

"No labor man can afford to give in to the demands of the salary standards that he must never be put into a position where it cannot make a profit. But we have never been able to make a wage schedule out of a bankrupt industry and we never will."

Beck said he was optimistic about the future. A briefing in Europe by "the



DAVE BECK

He defends the machine

highest defense sources in the allied world," he said, had convinced him there is no danger of war.

An accident prevention drive scheduled to get under way Teamsters' Union and Northern California Safety Council chapters was announced by Frank Brewster, president of the Western Conference of Teamsters.

Chapter officers installed yesterday included Elise Ellers, treasurer; Ivan C. Larson, executive vice president; and Paul J. Fanning and Archibald, vice presidents.

APR 22 1955

San Francisco Examiner

LABOR LEADER URGES LABOR, CAPITAL UNITY

Beck, Teamster President,
Addresses Council

America stands in no danger of Communism as long as capital and labor continue to invest together in industry and in "the common man," Dave Beck said yesterday.

Beck, president of the International Teamsters Union, said yesterday.

Beck told the annual meeting of the Northern California Chapter of the National Safety Council that "labor must never put capital in a position where it cannot make a profit—we have never yet taken a salary schedule from a bankrupt firm and we never will."

Capital and labor will continue to have misunderstandings, he said, "but they will be honorable misunderstandings settled in the American way."

COUNCIL LAUDED

Beck lauded the council for its progress in the field of safety. A field, he said, "in which labor has its greatest investment, for it cannot afford to lose its earning capacity."

Some 300 business, civil and labor leaders attended the local chapter's annual meeting held in the Fairmont Hotel, where retiring President Arnold E. Archibald turned his gavel over to Joseph J. Diviny, head of the Highway Drivers Council, new president.

Frank Brewster, president of the Western Conference of Teamsters, outlined a northern California accident prevention drive which will be jointly sponsored this fall by the teamsters and Safety Council chapters.

TELLS OF TRIP

Beck, recently returned from conferences with American military leaders in Europe and in the Far East, asserted that "there is a ring around Russia



ANNUAL SESSION

Beck, left, president of the International Teamsters Union, spoke at yesterday's annual meeting of the Northern California Chapter of the National

Safety Council. Retiring President Arnold E. Archibald, center, turned gavel over to the incoming president, Joseph J. Diviny, shown at right in this afternoon's table group.

today throughout the entire world."

Beck did not elaborate, other than to say he had been given information by military authorities that "would electrify you."

He predicted that Russia cannot win a war with America.

"There would be no contest of merit whatsoever, of any duration, between the Russian government and this Government of ours," said Beck.

TRIBUTE TO IKE

In a tribute to President Eisenhower, Beck said "he does not know all the answers, and he has been given some bad advice, but he is doing all in his power to serve his country as he sees it — and that's not politics."

The Teamsters Council Safety Crusade will be held from September to November. It will ask motorists to sign safety pledges and sponsor essay contests for schools and various community groups, with travel tours as prizes.

Approximately 2,000,000 pledges will be distributed through service stations, garages and sales firms during the drive. Governor Knight has been named honorary chairman of the crusade.

OFFICERS NAMED

The plan was developed by Ken Tenney, Local 960, teamsters, and Jack W. Soward, Safety Council representative.

Retiring President Archibald was presented with a plaque by C. Larson, council executive vice president here, was named executive vice president. Elsie Miers, treasurer, and Paul J. Fanning and Archibald, vice presidents.

Mr. Back:

We expect to distribute more than one million of these Entry Cards in Northern California during September and October. It is our hope that the bumper strip, carrying the slogan: "Make Courtesy Your Code of the Road, Too", will be displayed on every Teamster driven commercial vehicle.

We will urge the display of the windshield sticker (shown in the front of this book) by every Teamster driving in the area.

THE COORDINATORS



JOIN YOUR LOCAL
SAFETY COUNCIL

Teamsters
Green Cross **Safety Crusade**

As a Safety Crusader I pledge:

To make every effort to drive and walk safely
and to regard the rights of others.
To observe all traffic rules and regulations
to the best of my ability.
To make courtesy my code, too!

NAME _____
ADDRESS _____
CITY _____
(PLEASE PRINT)

This Is Your
SAFETY CRUSADE
PLEDGE CARD
Mail It Today!

PLACE
3 CENT
STAMP
HERE

REGULATIONS

Entries must be made before November 1, 1955.

The drawing for prizes will be held in San Francisco before November 15, 1955, and winners will be announced at that time.

It is not necessary to be present to win. Only one pledge per person.

Teamsters-Green Cross Safety Crusade

478 Valencia Street

San Francisco 3, Calif.

TEAMSTER--GREEN CROSS SAFETY CRUSADE
CO-SPONSORED BY JOINT COUNCILS
#7 AND #38
IN COOPERATION WITH
THE NORTHERN CALIFORNIA CHAPTERS
OF THE
NATIONAL SAFETY COUNCIL

We believe that the uniform and coordinated Safety Crusade to be co-sponsored by Joint Councils #7 and #38 of the International Brotherhood of Teamsters and the Northern California Chapters of the National Safety Council will be of extreme value in mutually benefitting the aims and objectives of our respective organizations.

Since one of the primary goals of the Teamster Unions is the complete jurisdiction over the economic welfare of the men and women working in the automotive and allied fields of labor, this program should spearhead and act as a principal incentive in a widespread organizational drive to bring thousands of non-union shops into the fold--thereby bringing a fair wage and better standard of living and improved conditions of daily work to these unrepresented people. Its nature is such that most of the non-union shop employers in the larger cities and towns will be well and favorably acquainted with it far in advance of calls by business representatives.

The creation of a direct service to promote the business of union shop employers and to give non-union shops an incentive to sign union contracts could prove permanently beneficial throughout the jurisdiction of the International Brotherhood of Teamsters. This service, in addition, could prove to be of great value in building and continuing a high mutual respect for the Teamster labor movement both among employers and the general public. It could act as a primary aid in establishing a dignified and highly respected public relations program since it is designed to benefit not only

the Union and the employees it represents but the general public and the customers and friends of labor who support the firm displaying the Union Shop Card.

The program, in addition to the prior listed merits, should result in a substantial reduction in the high annual traffic fatality and injury rates that take such a heavy toll among the general public and among Teamster Union members and their families.

The benefits of the far-reaching program should effect a pronounced and beneficial regard for the promoting organizations. It will be a long range affair in that it will establish in the minds of hundreds of thousands of children the idea that the Teamster Union and the cooperating Safety groups developed and operated a workable program aimed at improving the physical and economic welfare of both the children and their parents.

As the years pass it is highly likely that large numbers of these youngsters will either become Union members or employers. Their favorable opinion of the humane aims and principles of the Teamsters Union is sponsoring such a program should prove of outstanding benefit.

KEN TENNEY, LOCAL 960
Teamster Coordinator

JACK W. SOWARD, S.F. CHAPTER, N.S.C.
Safety Council Coordinator

THE TEAMSTER--GREEN CROSS SAFETY CRUSADE

This program, to be co-sponsored by the Northern California Teamsters and the Northern California Chapters of the National Safety Council, will create a higher degree of public interest in the traffic accident problem because a large segment of the public will be allowed to participate in its solution.

Development of the plan to its present state was made possible through the cooperative efforts of Brother Ken Tenney, Business Representative of Local #960, International Brotherhood of Teamsters, and Jack W. Soward, Public Relations Director, San Francisco Chapter, National Safety Council.

It is the consensus of opinion among safety authorities, police officials, educators, public officials, and businessmen who have seen the plan that it will effect a noteworthy reduction in the high annual traffic fatality and injury toll in Northern California. Governor Goodwin J. Knight has read the plan and readily agreed to serve as honorary chairman of the Crusade.

The Teamster--Green Cross Safety Crusade has been fully accepted by the cooperating organizations.

Features of the "Crusade" will include a large scale "Safety Pledge" for the general public and individual group essay or editorial contests for students, teachers, and Peace Officers of the area. The Contest phase of the Crusade will be conducted between September 1 and November 1 of 1955. Prizes will be awarded to winners no later than December 10, 1955.

Costs of preparing and conducting the Crusade for the full period will be approximately \$25,000. We are proud to state that \$17,000 of this amount has been donated by the Western Conference of Teamsters with the

2.

remainder to be donated by the participating Joint Councils and local unions in Northern California. No outside organizations, companies, or individuals were asked or permitted to contribute to the operating expense.

There will be no charge for entrants either in the Contest or Pledge sections of the Crusade.

All Contest entrants will be judged fairly by an impartial panel of judges selected from among educators and public officials in Northern California.

It is estimated that more than two million Pledges will be distributed through service stations, garages, parking lots, automotive supply and sales establishments, and other firms displaying the Teamster Union Shop Card; through the Safety Councils; through Teamster Union locals; and through the facilities of the members of the California State Teachers Association and the California State Peace Officers Association.

The entire publicity and public relations program of the National Safety Council Chapters of the area will be directed to the exploitation of all phases of the "Teamster--Green Cross Safety Crusade" in press, television, radio, and magazines.

During the Contest period (September 1 to November 1) 200 billboards will be displayed on highways from Bakersfield to the Oregon line. 100,000 windshield stickers will be distributed; 50,000 auto or truck fluorescent bumper strips will be displayed; and nearly one quarter of a million poster cards will be displayed at vantage points.

Hundreds of spot announcements will be sent to radio and TV stations and regular news releases will be sent to daily and weekly papers. Television slides will be sent with the TV station copy.

3.

THE AIM AND PURPOSE OF THE "TEAMSTER--GREEN CROSS SAFETY CRUSADE" IS THAT OF SAVING LIVES THROUGH THE LARGE SCALE DEVELOPMENT OF INDIVIDUAL IDEAS AND CONSCIOUSNESS AMONG ADULTS AND CHILDREN FROM ALL WALKS OF COMMUNITY LIFE.

The most important phase of the proposed project will be the series of Contests and the general public participation through the Pledges for Safety.

THE PLEDGES FOR SAFETY (FOR GENERAL PUBLIC)

To procure the largest possible participation by the general public--including Teamsters and their families--a unique "safety pledge" idea was developed. Any person of any walk of life or any age group can enter and will have an equal chance of winning an award. Simply by signing a "safety pledge" he will have aligned himself with the aims and objectives of the Crusade. Pledges will be mailed to Teamster--Green Cross Safety Crusade Headquarters where, on a publicly announced day and with all possible fanfare, a public drawing will be held and a "Winners Circle" announced. The prizes for "Safety Pledge" participants are to be chosen in order of drawing.

Top award at present is: a round trip for two people to the Orient or one of the American President Lines luxury liners.

ESSAY OR EDITORIAL CONTEST FOR STUDENTS

An Essay or Editorial on any phase of accident prevention may be submitted by Jr. High and High School students. Prizes will be substantial scholarships to accredited colleges or universities any place in the United States. Judges will be leading superintendents of schools in the area.

Local #960, Automobile Drivers & Demonstrators of San Francisco, has pledged \$1,000 toward this fund.

4.

ESSAY CONTEST FOR TEACHERS

An Essay Contest on any phase of Safety will be conducted among Elementary or High School teachers (public and parochial) in the area.

First prize will be a round trip for two people to "any place in the Orient or South Pacific that is a port of call for the ships of the Pacific Far East Line.

Second prize will be a round trip for two people through the Panama Canal to New York on the Pacifico-Argentine-Brazil Line.

Other prizes will include vacation trips and substantial merchandise awards.

ESSAY CONTEST FOR PEACE OFFICERS

An essay contest on traffic safety "How We Can Work Together to Stop Highway Slaughter" will be conducted among Peace Officers of Northern California.

First prize will be a round trip for two people on Trans-Ocean Airlines to Hawaii with a two week stay at a well known Honolulu Hotel and extensive expense-free tours of the island.

Second prize will be a two week stay for two at the Arizona Manor in Phoenix.

Other prizes will be merchandise awards and vacation trips.

* * * * *

ALL PRIZES MENTIONED BY NAME ALREADY HAVE BEEN ACQUIRED BY THE REPRESENTATIVES OF THE TEAMSTERS AND THE SAFETY COUNCILS.

COST ANALYSIS
Northern California Teamster's Safety Program
Cooperating Agency: Area Chapters of the National Safety Council.

Costs for conducting a four-month long Traffic Safety Contest and a follow-up eight month safety program in the Northern California are listed in the following pages. This break-down, is based on a program of intensive planning and activity during the Contest period, and one of limited nature during the balance of the year.

* * * *

<u>Radio and Press Letterheads</u>	<u>Estimates</u>
12,000 press releases	\$ 120.00
20,000 spot announcements	200.00
	<u>\$ 320.00</u>
<u>Contest and Program Letterheads</u>	
10 reams bond letterhead (listing major officers)	\$ 120.00
10 reams mimeo letterhead (listing major officers)	90.00
15,000 envelopes (#10)	96.34
2,500 - 8 1/2" x 11" manila envelopes	50.00
	<u>\$ 356.34</u>
<u>Printed Materials</u>	
2,500 bumper cards, plastic coated, 2 sides	\$ 1095.46
1,000,000 Contest Entry blanks	2976.46
5,000 one-quarter cards, 2-color (14" x 22")	647.06
10,000 - 8 1/2" stock paper posters (8 1/2" x 11")	291.18
	<u>\$ 5010.16</u>
<u>Billboard Posters</u>	
Average cost for public service display on 24 sheet boards is between \$8.00 and \$10.00 (Depending on copy and colors) for each board donated by the outdoor advertising firms. A fair showing in Northern California would be 200 boards with a value in space costs of more than \$40,000.	\$ 2450.00
<u>Mailings</u>	
1. Package mailings of posters to locals, police, etc.	\$ 45.00
2. Radio spot announcements, 12 times, to approximately 170 radio and television stations.	408.00
3. News releases to dailies, weeklies, trade union, police papers, magazines (about 500). 100 mailings during the year.	1500.00
4. Entry blanks to distribution centers	550.00
	<u>\$ 2503.00</u>

Travel and expenses for Coordinators Estimates

Some travel would be necessary during the organizational phase of the operation. Radio stations, newspapers, schools, some police departments, and others will have to be indoctrinated before the program could have assurance of full cooperation. While much of this cost would be borne by local unions and the cooperating agencies, total costs would be too burdensome.

Estimated cost to Safety program \$ 2600.00

Costs of Prize Acquisition

Costs relative to acquisition of the prizes and awards will be borne by the local unions and the cooperating agencies.

Office Expenditures

Office Rental (four months)	\$ 600.00
Equipment Rental (four months)	200.00
	<u>800.00</u>

Publicity Checks

Costs for full State press clipping services covering dailies, weeklies, magazines, and other printed media would amount to approximately \$80 per month. The four-month, high activity period cost would be \$ 360.00

Necessary Publicity and Public Relations Functions

A full scale program will, of necessity, require a number of press and radio conferences in key areas; several dinners and/or luncheons for limited numbers of school administrators, public and civic leaders, and police officials. The costs for these affairs may be borne by unions in the respective areas.

Telephone-Telegram

Although the total costs for these services will be high, much possibly can be borne by the local unions. (Reliable estimates place these costs for any operation of this type at approximately \$3500.00) \$ 3500.00

Other Necessary Expenditures

1. Estimated costs for coordinating services; \$ 2000.00
2. a.) Contact reference cards; Listing all local union heads, city, county, and state peace officers who are named area and county directors. School administrators. Entry blank outlets throughout the state. These must be filed by

area and county. Should also have cards on newspapers, magazines, radio and television stations filed by city. Estimates

b.) Publicity reports: Full weekly progress reports on distribution, publicity problems in areas, special events, etc., should be made to directors.

c.) County and Area Accident Reports: State and local police will furnish data on monthly accidents in counties (including cities and towns). This can be compiled to show progressive accident studies during the program. Will materially aid the publicity and public relations program and give cooperating agencies an incentive and goal.

Estimated costs for the above listed items: \$ 450.00
\$ 2450.00

Personnel

Secretary (four months salary at \$300.00) \$ 1200.00

Sales tax on printed materials and necessary other purchases of materials and supplies would amount to approximately \$350.00.

Outlined cost for plan	\$21,549.50
Sales taxes	<u>350.00</u>
Total cost for plan:	\$21,899.50

PUBLICITY HIGHLIGHTS

SUGGESTED PUBLICITY HIGHLIGHTS: "TEAMSTERS' - GREEN CROSS SAFETY PROGRAM"

1. Presentation of program brochure to Governor Knight at Sacramento by California Teamster Officials and National Safety Council Chapter leaders as joint Teamster-Green Cross contribution to the Governor's traffic safety program.
2. Presentation of program brochure to President Eisenhower in Washington by Mr. Dave Beck, and George C. Stewart, National Safety Council, General Manager, as California's joint Teamster-Green Cross contribution to the President's Highway Safety Program.
 - a. Full press, radio and television and news reel coverage at the Sacramento ~~Washington~~ meeting.
 - b. Full press, radio, television and news reel coverage at the Washington meeting.
 - c. Spot announcements to Northern California radio stations on a continuing basis.
 - d. Television "one-minute ^{spots} ~~newsreels~~" using film, Teamster and Green Cross leaders for brief warning messages. Distribution to Television stations for brief warning messages. Distribution to television stations for month-by-month release.
 - e. Regular news releases sent out from "Central Teamster-Green Cross News Bureau" for distribution to dailies; periodical distribution to weeklies.
 - f. Spot articles and filler material for distribution to California magazines. Special stories on program to national magazines.
 - g. Tie-up with LIFE for spread on program.
 - h. Special radio and television programs using Hollywood personalities as "attractions".
 - i. Teamster-Green Cross banquets throughout the area to celebrate the

cooperative effort and call local attention to program.

- j. Establish "picture bureau" for quick and periodic releases to press.
- k. Establish up-to-date statistical files for quick reference and thorough coverage of accident, travel, mileage, registration and population data.
- l. Develop the outstanding "sign-board" patterns for use on billboards.
- m. Form "Speakers' Bureau" to appear at meetings and before school assemblies to urge participation in the program.
- n. Inside and outside "car cards" for buses and streetcars.
- o. Posters for distribution among service stations, garages, police departments, automotive establishments, schools, drive-ins and bars.
- p. Picture appointments of Teamster and Green Cross leaders with Hollywood "name" personalities for distribution to press and magazines.
- q. Special Christmas holiday program with emphasis on child safety: Drive safely and give a child "life" this Christmas. (At end of 1955).
- r. Visits to accidentally injured children in hospitals by Teamsters and Green Cross officials. Local press coverage. Hit human interest angle on these.

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GOODWIN J. KNIGHT
Governor
Sacramento, California

November 17, 1964

Mr. Joseph J. Diviny, President
Highway Drivers' Council of California
American Federation of Labor
25 Taylor Street
San Francisco, California

Dear Joe:

I recently had the privilege of reviewing the proposed Teamster safety project. I would be delighted to see a program of such magnitude become a reality in the State of California.

Our annual traffic accident loss must be curbed and I can readily see that this project, if it receives the whole hearted backing of its sponsor, could bring about a dramatic reduction in the total.

Please feel free to call on me to lend my personal assistance in any way possible to help bring about this realistic approach to a shocking problem.

Sincerely yours,

/s/

Goodwin J. Knight
Governor

GJK/

COPT

CLIFFORD E. RISHELL
MAYOR

JOHN F. HASSLER
CITY MANAGER

CITY OF OAKLAND

POLICE DEPARTMENT

CITY HALL, 14TH AND WASHINGTON STREETS
OAKLAND 12, CALIFORNIA
TELEPHONE 2-3600

ADDRESS ALL CORRESPONDENCE TO
LESTER J. DIVINE
CHIEF OF POLICE

May 28, 1954

Mr. Dave Beck, President
International Brotherhood of Teamsters
Washington, D. C.

Dear Mr. Beck:

Your interest and that of your organization in the problems of traffic safety is well known to law enforcement officers everywhere. The joint program which is being submitted for your study and approval represents the very best thinking in the field of traffic safety today.

Members of my staff and I have carefully studied the proposals contained in the suggested program. Not only do they meet with our approval but they are enthusiastically supported by us. We firmly believe that such a joint program will contribute substantially to the reduction in traffic deaths and injuries in the United States today.

When the program has been approved by you, law enforcement officers will be most happy to submit the plan to the International Association of Chiefs of Police at their next annual meeting. There can be no doubt that the joint action of two of the largest organizations in their respective fields will produce substantial results in terms of lives saved and injuries prevented.

If in your opinion a pilot program appears to be necessary, I am certain that the Peace Officers Association of the State of California will be most happy to cooperate. I trust that your favorable action will make it possible to launch a high level program of great potential directed against America's number one problem - Traffic Accidents.

Very truly yours,

Lester J. Divine
Lester J. Divine
CHIEF OF POLICE

LJD:km



CHARLES R. WOOD,
President and Business Agent
JAMES L. WILSON,
Fin. and Recording Sec'y

Amalgamated Association of
Street, Electric Railway and Motor Coach Employees
of America, Division 1380

AFFILIATED WITH THE AMERICAN FEDERATION OF LABOR
1179 MARKET STREET, ROOM 605-6 PHONE UNDERHILL 1-4363
SAN FRANCISCO 3, CALIFORNIA

International Headquarters
1214 Griswold Street, Detroit Michigan.

June 1, 1954

Dave Beck, International President,
International Brotherhood of Teamsters,
Washington, D. C.

Dear Sir and Brother:

While in San Francisco representing our
President A. L. Spradling in a situation affecting our
membership here I had the opportunity to meet Ken Tenney,
one of your organizers.

Brother Tenney told me of his efforts to
work out a safety program at a national level in cooperat-
ion with the International Police Chiefs Association. As
he described the details of the plan I became enthusiastic
about the possibilities it holds for all people in the
transportation field, and particularly our members, tens of
thousands of whom are over-the-road bus drivers.

Our organization has a vital interest in
safety. We are justly proud of the fact that the transit
and bus industries last year established new records for
achievement in accident prevention and safe operation. Since
we represent 80 per cent of the employees in public transporta-
tion we know our people contributed in the greatest measure
to the outstanding records scored.

We want to assure you of our desire to
cooperate with your great organization in every way to
inform all within our hearing of your efforts to cut down
the holocaust on our highways and streets. Our publications
and our members stand ready to work with yours to make your
plan the success it deserves to be.

Fraternaly Yours,

John J. Woods,
Editor of Publications.

C O P Y

DAVE BECK, President

FRANK W. BREWSTER, Sec'y-Treas.

WESTERN CONFERENCE OF TEAMSTERS
552 Denny Way Telephone Eliot 2544
Seattle 9, Washington

ROBERT L. GRAHAM, Director

APRIL 3, 1952

TO ALL JOINT COUNCILS AND LOCAL UNIONS
IN OREGON, WASHINGTON and CALIFORNIA

Greetings:

The program for conducting a Teamster-Green Cross Contest in the three Pacific Coast States was presented to the Policy Committee of the Western Conference of Teamsters by the Automotive Trades Division and was given unanimous approval.

In approving this Teamster-Green Cross Contest, it was the unanimous opinion of the Policy Committee that the money to defray the expense should be raised entirely from within our organization and that no one on the outside should be permitted to contribute, thus making it a truly Teamster undertaking.

I have appointed committees in each Joint Council in the three states to take charge of raising the necessary funds to conduct this contest. I will not go into the details of the contest at this time but they are available to you and will be explained later.

The value of the contest to our organization will exceed by many times its cost. Of that you may rest assured. It is necessary, however, that all Local Unions and Joint Councils bear their share of the cost. In this relation, I suggest you contact the members of your Joint Council Committee to whom has been entrusted the job of getting the contributions.

It is my opinion as well as that of my associates on the Policy Committee that this contest offers us the greatest opportunity for the development of splendid publicity and for the building of finer relationships and public understanding that has come our way in many years. I ask all of you to contribute generously to meet the cost.

Please make checks payable to the Teamster-Green Cross Contest Fund and send them to Gordon Lindsay, Secretary, Automotive Trades Division, Western Conference of Teamsters, 552 Denny Way, Seattle 9, Washington.

Your prompt action will be greatly appreciated.

Thank you.

Faternally yours,

DAVE BECK, President
WESTERN CONFERENCE OF TEAMSTERS

DB..bl

COPY

EDWARD ARNOLD

February 8th, 1962

FROM THE OFFICE OF "MR. PRESIDENT"

Mr. Ken Tenney
Teamsters Local 665
460 Valencia Street
San Francisco, California

Dear Ken:

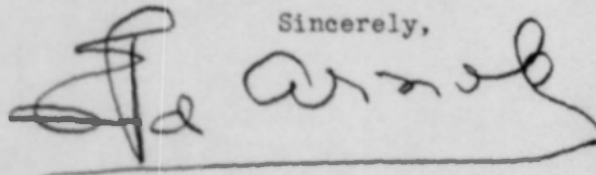
I am very happy to hear of the progress in the "Teamsters-Green Cross Safety Contest".

The program as you have outlined it to me I feel will be a great success. However, I doubt the advisability of my organizing a committee here. This should be in the hands of Robert Young who has been actively associated with the National Safety Council picture.

I am certain that a great many of us would be glad, as I will, to make appearances on radio and television. Of course such appearances would have to be subject to prior commitments.

I think that the proposed plan with the cooperation of all the Teamsters in the West would accomplish much in the field of safety. They should be complimented on their action in this program.

Sincerely,



COPY

HERBERT C. CLISH
Superintendent of Public Schools
SAN FRANCISCO

February 7, 1962

Mr. Ken Tenney
Business Representative
International Brotherhood of Teamsters A.F. of L.
480 Valencle Street
San Francisco 3, California

Dear Mr. Tenney:

I have read and reread in great detail the brochure which you sent to me outlining the proposed "TEAMSTERS - - - GREEN CROSS SAFETY CONTEST".

Both as an educator and as one who has been long connected with the National Safety Council, I believe the idea is excellent. It can and will, I am sure, do much to stimulate interest in safety upon the part of both children and adults. What is more important I believe the interest generated will be translated over into action thus making a significant contribution toward the reduction of accidents and the attendant loss of life and property.

It is my opinion that educators generally will be very much interested in this proposed program and will be glad to do anything they can to promote it.

You may count upon my wholehearted cooperation in this venture and also know of my willingness to do anything I can within the limits of the time I have available to assist you in furthering this very valuable project.

With all good wishes.

Sincerely,

Herbert C. Clish
Superintendent of Schools

HCC:AL

4.

WHAT WILL THE SAFETY COUNCILS BE ASKED TO DO?

1. Assist in making arrangements for local distribution of material -- to schools, police departments and the general public.
2. Assist in preparation and/or distribution of news releases, photos, spot announcements and TV slides.
3. Assist in arranging meetings and speaker's engagements.
4. Assist in arranging press conferences, radio and TV interviews and special edition stories in the papers.
5. Assist in, and have suitable representatives at, final prize award dinners or other functions.
6. Use their own house organs to give their membership and interested persons full information of the aims and purposes of the Teamster-Green Cross Safety activity.
7. Select local area judges for the various contest phases. Forward the outstanding entries to the Contest Headquarters in San Francisco for consideration by the final judging.
8. Assist in obtaining public service space on billboards, buses and streetcars. (During some period of the Contest). POSTERS WILL BE PRINTED AND DISTRIBUTED AT TEAMSTER EXPENSE.
9. Set up a local committee to act as the coordinating group with Teamster representative so both of the cooperating agencies may at all times be fully apprised of problems or needs in each Chapter area.